

## AMENDMENT

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listing, of claims in the application.

1.(Original): A system for providing a web site, comprising:

a plurality of business modules from which a company-user selects a set of business modules;

wherein each business module provides a respective function;

wherein each business module is associated with a respective plurality of templates, wherein a set of templates is selectable by a company-user from each respective plurality of templates;

wherein said templates control the functionality performed by the system and the display of information by the system; and

wherein said templates are customizable to display graphical elements selected by the company-user.

2. (Original): The system of claim 1, wherein each template is a generic web page that is associated with at least one command that executes as a result of input received from an end-user.

3. (Original): The system of claim 1, wherein said plurality of business modules includes:

a catalog module designed to display product information;

a transact module designed to facilitate purchasing transactions; and

a locate module designed to identify a sales location.

4. (Original): The system of claim 3, wherein said plurality of business modules further includes at least one of:

an assess module designed to assess a end-user's needs;

a build module designed to enable the end-user to interactively design products specific to the end-user's needs;

a compare module designed to allow the end-user to compare a plurality products;  
a promote module designed to allow the end-user to view promotional information;  
a finance module designed to provide financing information to the end-user;  
a lead manager module designed to allow sales leads management;  
a loyalty module designed to provide relationship building activities with the end-user;  
a site builder module designed to allow a partner of the company-user to build a  
company-user-approved web-site.

5. (Original): The system of claim 1, wherein the plurality of business modules includes:  
a loyalty module designed to provide relationship building activities with an end-user.

6. (Original): The system of claim 1, wherein the plurality of business modules includes:  
a loyalty module designed to provide relationship building activities with an end-user  
including one or more of the following services:

membership services;  
personalized information services;  
personalized buying opportunity services;  
e-mail subscription services;  
on-line access to documentation services;  
chat services.

7. (Original): The system of claim 1, wherein the set of business modules selected includes all  
of the business modules in said plurality of business modules.

8. (Original): The system of claim 1, wherein the set of business modules selected includes less  
than all of the business modules in said plurality of business modules.

9. (Original): The system of claim 1, wherein an additional business module selected from said  
plurality of business modules can be added to the system.

10. (Original): The system of claim 1, wherein one of the business modules from said selected set of business modules can be subtracted from the system.

11. (Original): The system of claim 1, wherein each business module operates independently of the other business modules, but a particular business module can still receive information that was generated by another business module.

12. (Original): A system for providing a web site, comprising:

a set of business modules selected by a company-user;

wherein each business module provides a respective function;

wherein each business module is capable of performing a plurality of commands related to its function and is customizable to perform a set of those commands selected by the company-user;

wherein each business module is associated with a plurality of generic web pages that are customizable to have a look and feel selected by the company-user.

13. (Original): The system of claim 12, wherein each generic web page is associated with at least one of said commands, wherein the selected set of commands is selected by selecting a set of generic web pages.

14. (Original): The system of claim 12, wherein the generic web pages are customizable to have a look and feel selected by a company-user by changing any of the following: titles, buttons, fonts, and colors.

15. (Original): The system of claim 14, wherein the generic web pages are further customizable to have a look and feel selected by a company-user by adding graphics and media.

16. (Original): The system of claim 12, wherein said set of business modules includes:

a catalog module designed to display product information;

a transact module designed to facilitate purchasing transactions; and

a locate module designed to identify a sales location.

17. (Original): The system of claim 16, wherein said set of business modules further includes at least one of:

- an assess module designed to assess a end-user's needs;
  - a build module designed to enable the end-user to interactively design products specific to the end-user's needs;
  - a compare module designed to allow the end-user to compare a plurality products;
  - a promote module designed to allow the end-user to view promotional information;
  - a finance module designed to provide financing information to the end-user;
  - a lead manager module designed to allow sales leads management;
  - a loyalty module designed to provide relationship building activities with an end-user;
- and
- a site builder module designed to allow a partner of the company-user to build a company-user-approved web-site.

18. (Original): The system of claim 12, further including a second set of business modules used by a partner of the company-user.

19. (Original): The system of claim 18, wherein the second set of business modules includes a site builder module designed to allow the partner to build a company-user-approved web site.

20. (Original): The system of claim 12, further including a loyalty module designed to provide relationship building activities with an end-user including one or more of the following services:

- membership services;
- personalized information services;
- personalized buying opportunity services;
- e-mail subscription services;
- on-line access to documentation services;
- chat services.

21. (Original): The system of claim 12, wherein the set of business modules is selected from a plurality of available business modules and includes all of the business modules in said plurality of available business modules.

22. (Original): The system of claim 12, wherein the set of business modules is selected from a plurality of available business modules and includes less than all of the business modules in said plurality of available business modules.

23. (Original): The system of claim 12, wherein an additional business module can be later selected and added to the system.

24. (Original): The system of claim 12, wherein one of the business modules can be subtracted from the system.

25. (Original): The system of claim 12, wherein each business module operates independently of the other business modules, but a particular business module can still receive information that was generated by another business module.

Claims 26-38 withdrawn

39. (Original): A method for use in a system for providing a web site, comprising:

receiving an end-user request from a web browser by a system that includes a selected set of business modules, where each business module is associated with a respective function and where the functions performed by each business module are selected by a company-user;

processing the end-user request by the system, and invoking, by the system, an appropriate business module to implement the end-user request;

receiving resulting data from the appropriate business module; and

generating a web page including graphical elements selected by the company-user and including at least some of the resulting data for display by the web browser as a response to the end-user request.

40. (Original): The method of claim 39, wherein:  
processing the end-user request includes:  
creating a context object that includes the parameters of the end-user request; and  
validating the context object; and  
selecting an appropriate business module includes consulting the context object to  
determine the appropriate business module and instantiating a business object correlated to the  
business module.

41. (Original): The method of claim 39, further including:  
retrieving by the system, at the request of the appropriate business module, data from a  
data store and returning the retrieved data to the business module.

42. (Original): The method of claim 41, wherein retrieving data from a data store includes  
instantiating a data access object.

43. (Original): The method of claim 39, wherein receiving resulting data from the appropriate  
business module includes receiving such data in XML format.

44. (Original): A method for use with a system for providing a web site, comprising:  
selecting and installing a set of business modules selected from a plurality of business  
modules, where each business module is associated with a respective function;  
selecting for each business module a set of predefined generic web page templates, where  
each template is associated with a respective action; and  
customizing each selected template to achieve a selected look and feel.

45. (Original): The method of claim 44, wherein said set of business modules includes less than  
all of the business modules in said plurality of business modules.

46. (Original): The method of claim 45, further comprising:  
later selecting and installing another business module.

47. (Original): A system for providing an internet sales environment, comprising:

- a web site to interface with an end-user, the web site guiding the end-user through a sales process by utilizing a selected set of one or more modules previously selected from a plurality of modules, where the plurality of modules includes:

- an assess module designed to determine the end-user's needs and provide a personalized product recommendation;

- a catalog module designed to display and maintain product information;

- a build module designed to enable the end-user to interactively assemble products and services specific to the end-user's needs;

- a compare module designed to allow the end-user to compare multiple products;

- a promote module designed to allow the end-user to view promotional information;

- a finance module designed to give a end-user the ability to examine financing scenarios;

- a transact module designed to facilitate a sales transaction.

48. (Original): The system of claim 47, wherein the plurality of modules further includes:

- a locate module designed to identify a sales location;

- a lead manager module designed to allow sales leads management;

- a loyalty module designed to provide relationship building activities with the end-user;

and

- a site builder module designed to allow the partner of the company-user to build a company-user-approved web-site.

49. (Original): A system for providing an internet sales environment, comprising:

- a web site to interface with an end-user, the web site guiding the end-user through a sales process by utilizing a selected set of modules that includes:

- a catalog module;

- a transact module; and

- a locate module.

50. (Original): The system of claim 49, further including:

a finance module.

51. (Original): The system of claim 49, further including:  
a compare module.

52. (Original): The system of claim 49, further including:  
a loyalty module.

53. (Original): The system of claim 49, further including:  
an assess module;  
a build module; and  
a promote module.

54. (Previously presented): A system for providing an internet sales environment, comprising:  
a web site to interface with an end-user, the web site guiding the end-user through a sales process by utilizing a selected set of modules that includes:  
a catalog module;  
a transact module; and  
a loyalty module designed to provide relationship building activities with the end-user.

55. (Original): A system for providing an internet sales environment, comprising:  
a web site to interface with an end-user, the web site guiding the end-user through a sales process by utilizing a selected set of modules that includes:  
a build module;  
a catalog module;  
a transact module; and  
a locate module.

56. (Original): The system of claim 55, further including:  
a finance module.



57. (Original): The system of claim 55, further including:  
a compare module.

58. (Original): The system of claim 55, further including:  
a loyalty module.

59. (Original): A system for providing an internet sales environment, comprising:  
a web site to interface with an end-user, the web site guiding the end-user through a sales process by utilizing a selected set of modules that includes:  
a assess module;  
a catalog module;  
a transact module; and  
a locate module.

60. (Original): The system of claim 59, further including:  
a finance module.

61. (Original): The system of claim 59, further including:  
a compare module.

62. (Original): A system for providing an internet sales environment, comprising:  
a web site to interface with an end-user, the web site guiding the end-user through a sales process by utilizing a selected set of modules that includes:  
an assess module;  
a build module;  
a catalog module;  
a transact module; and  
a locate module.

63. (Original): A method for conducting e-commerce, comprising:  
assessing an end-user's needs;

displaying to the end-user product information;  
allowing the end-user to assemble customized products;  
allowing the end-user to compare a plurality of products;  
displaying to the end-user promotion information;  
displaying to the end-user financing information;  
locating a sales location based on information provided by the end-user; and  
forwarding information to the sales location identifying the end-user and any products  
selected by the end-user in order to complete a sales transaction.

64. (Original): The method of claim 63, further comprising:  
providing loyalty building services.

65. (Original): The method of claim 63, further comprising:  
managing sales leads.

66. (Original): A computer readable medium have a set of instructions stored therein which when  
executed by a computer causes the computer to provide an on-line sales environment by  
performing the following steps in response to respective on-line end-user requests:

assessing an end-user's needs;  
displaying to the end-user product and service information;  
allowing the end-user to assemble customized products;  
allowing the end-user to compare a plurality of products;  
displaying to the end-user promotion information;  
displaying to the end-user financing information;  
locating a sales location based on information provided by the end-user; and  
forwarding information to the sales location identifying the end-user and any products  
selected by the end-user in order to complete a sales transaction.

67. (Original): The computer readable medium of claim 66, further including instructions to  
perform the following step:  
providing loyalty building services.

68. (Original): The computer readable medium of claim 66, further including instructions to perform the following step:

managing sales leads.

69. (Original): A set of signals sent by a company-user computer, which when received by an end-user computer causes the end-user computer to display pages that represent an on-line sales environment, the pages including:

- pages for assessing an end-user's needs;
- pages for displaying to the end-user product and service information;
- pages for allowing the end-user to assemble customized products;
- pages for allowing the end-user to compare a plurality of products;
- pages for displaying to the end-user promotion information;
- pages for displaying to the end-user financing information;
- pages for displaying a sales location based on information provided by the end-user; and
- pages used for completing a sales transaction.

70.(Original): A method for use by a system that includes a display, comprising:

- displaying a page for use in assessing an end-user's needs;
- displaying a page with product and service information;
- displaying a page for use in assembling customized products;
- displaying a page for use in to comparing a plurality of products;
- displaying a page with promotion information;
- displaying a page with financing information;
- displaying a page with a sales location based on information provided by the end-user;

and

- displaying a page for use in completing a sales transaction.

71. (Withdrawn): A system for providing an online sales environment, comprising:

- a company user web site that interfaces with an end-user, the web site guiding the end-user through a sales process;

a partner web site that interfaces with the end-user;  
wherein the partner web site is constructed utilizing a site builder module adapted to allow the partner to build a company-user-approved web site;  
wherein the company-user web site gathers sales lead information from an end-user and passes said sales lead information to the partner to complete a sales transaction with the end-user.

72. (Withdrawn): A method, comprising:  
storing a session ID on a client computer;  
storing a session state corresponding to the session ID on a session state server, wherein the session state can be accessed by more than one application server.

73. (Withdrawn): The method of claim 72, wherein storing a session state is performed by an NT service.